

## **CLAIMS**

The following is a listing of all claims, pending or canceled, incorporating all elements and revisions to date. All non-canceled claims are on appeal, canceled claims being canceled without prejudice or disclaimer.

1-3. (Cancelled).

4. (Previously Presented) The system of claim 13, wherein:

said scheduler schedules insertion of said designated advertisement into said multimedia program content based on at least one of (a) scheduling information provided by a broadcast source of said selected broadcast multimedia program, and (b) scheduling information provided by a source of said designated advertisement.

5. (Original) The system of claim 4, wherein:

said scheduling information contains advertisement scheduling information covering multiple broadcast multimedia programs.

6. (Original) The system of claim 4, wherein:

said scheduling information provided by a broadcast source comprises at least one of (a) information indicating time slots available for advertisement insertion in said broadcast multimedia program, (b) markers in said selected broadcast multimedia program indicating an advertisement insertion time slot, and (c) information for identifying advertisement insertion time slots from time stamp indications.

7. (Previously Presented) The system of claim 13, wherein:

said multiplexer repeats said composite program datastream by mapping stored data comprising said composite program datastream to provide multiple stored copies of said composite program datastream for coupling to multiple users to enable scalable expansion of broadcast of said composite program datastream.

8. (Previously Presented) The system of claim 13, wherein:

said multiplexer tracks a user connection and maintains a database of user connection related statistics comprising at least one of (a) user favorite program sources, (b) number of advertisements broadcast, (c) number of users receiving said composite program datastream, and (d) length of user connection to a particular composite program datastream.

9. (Previously Presented) The system of claim 13, wherein:

said multiplexer dynamically reallocates advertisements targeted to a user during broadcast of said composite program datastream in response to a command by selecting an advertisement from a plurality of available advertisements of duration suitable for a time slot at said scheduled insertion time.

10. (Original) The system of claim 9, wherein:

a locally sourced advertisement is selected for said time slot in preference to a non-locally sourced advertisement.

11. (Original) The system of claim 10, further comprising:

an error processor operable to parse said composite program datastream to detect error, and including an error concealment function operable to reduce the consequences of a detected error.

12. (Previously presented) The system of claim 13, further comprising:

a user profile database operable to allocate one of a plurality of available different advertisements for a delivery to an individual user based on previously compiled user preference data in said user profile database; and

a data acquisition processor operable to compile user preference information used in said user profile database based on prior user program selection history.

13. (Currently amended) A system for processing broadcast multimedia program content and advertisements to provide a ~~composite~~ a plurality of program datastreams having multimedia data content and user targeted advertisements to multiple different users, comprising:

a processor ~~operable to determine authorization of~~ that receives multiple broadcast sources to concurrently provide broadcast multimedia program content to the system, said broadcast multimedia program content comprises at least one of (a) streamed audio data, (b) streamed video data, ~~(c) voice representative data, (d) voicemail data, and (ac)~~ a radio or video broadcast;

a scheduler ~~operable~~ to schedule time of insertion of a designated advertisement into selected broadcast multimedia program content in response to advertising schedule information received from a broadcaster representing a source from said multiple broadcast

sources,

an advertisement stager which uses said schedule information to stage advertisements for insertion during a next broadcast cycle as determined by said schedule information at a scheduled insertion time determined by said scheduler information; said scheduler being configured to receive and pre-cache advertisements from multiple sources to provide candidate advertisements for selection of said designated advertisement for insertion in said selected multimedia program content at a scheduled insertion time ;

a multiplexer operable to provide multiple users with individualized composite program datastream by performing in parallel for multiple users;

insertion of a said designated advertisement from said advertisement stager into a selected multimedia program content at a scheduled insertion time determined from said scheduler information to form a composite program datastream; and

coupling of said composite program datastream to a corresponding user of the multiple users.

14. (Previously Presented) The system of claim 13 additionally comprising a conditional access processor to determine the authorization of multiple broadcast sources and,

said conditional access processor determines authorization of a broadcast source to provide broadcast multimedia program content based on a broadcaster ID which is transmitted by a broadcast source.

15. (Previously Presented) The system of claim 13 additionally comprising a

conditional access processor to determine the authorization of multiple broadcast sources and,

said conditional access processor includes a decryption function to decrypt at least one of (a) encrypted broadcast multimedia program content, and (b) an encrypted authorization code or password.

16. (Original) The system of claim 13, wherein:

said multiplexer repeats said composite program datastream by mapping stored data comprising said composite program datastream to provide multiple stored copies of said composite program datastream for coupling to multiple users to enable scalable expansion of broadcast of said composite program datastream.

17-25 (Cancelled).

26. (Previously Presented) The system of claim 14, wherein said conditional access processor permits said broadcast source to be broadcasted to said multiple users by decrypting a program stream from said broadcaster for broadcast and prevents said program stream from being broadcasted to said multiple users in view of a validation routine that considers the time of a broadcast.